

## **INTERNET STRATEGIC BRAND WEIGHTING FACTOR**

### **Abstract**

A method, software and apparatus are provided which enable a merchant to promote products and services in a deterministic manner. When a shopper enters a set of key words in an entry in  
5 an on-screen form for a web server to obtain a list of items (products and/or services) of interest to the shopper, the documents describing the items are prioritized based on the web sites owner's organizational strategic decisions by the merchant providing a weighting factor for the products and services. The weighting factor is combined with existing ranking mechanisms to the documents to increase the probability that certain items come to the top when the search results  
10 are presented to the shopper. These items could be used to ensure shoppers do not overlook special offers or to reduce overstocks by promoting products with a large inventory. The weighting factor is configured so as to not decrease the shoppers confidence in the ranking process.

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